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Transformation of ChoSik Product Packaging Design at UPT Sikka Innovation Center 2019 and 2023 Edition

Yohanes Paulus Karrol, Taufan Hidayatullah

Master of Design, Graduate Faculty, Universitas Komputer Indonesia, Bandung.
Jl. Dipati Ukur No.112-116, Lebakgede, Coblong District, Bandung City, West Java
yohanes.75323010@mahasiswa.unikom.ac.id

Abstract

ChoSik as the flagship product of Sikka Regency, requires a packaging design that is not only attractive but also reflects the local identity. The packaging design of this chocolate product has undergone four changes since 2018 to date. This research focuses on the design changes between the 2019 and 2023 editions, with the aim to analyze the changes in the form and visual design of Sikka Chocolate product packaging from the 2nd edition 2019 to the 3rd edition 2023, as well as evaluating its impact on the packaging function and representation of local cultural identity in the context of marketing strategy and consumer segmentation. Using an analytical method based on the principles of totality and time according to W. H. Mayall developed by Dr. Ahadiyat Joedawinata, this research evaluates aspects of function (performance), aesthetics (form), and symbolic value (value) in packaging design. Elements such as shape, color, illustration, and typography were analyzed to identify the visual change factors. The results show that there is a significant change in the visual design that leads to modern and minimalist styles, thus reducing the representation of the previously strong local cultural identity. This study provides important insights for designers and the packaging industry in developing products that are in line with local cultural values and market needs. With this approach, design changes not only provide aesthetic benefits but also economic value for regional superior products.

Keywords: Sikka Chocolate, Packaging Design, Change, Design

INTRODUCTION

One of the local chocolate products that is gaining recognition is Cokelat Sikka (ChoSik), produced by UPT Sikka Innovation Center in Sikka Regency, East Nusa Tenggara. Chocolate is one of the food products with high appeal due to its nutritional content and

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health benefits that are increasingly recognized by the public. According to Ningtias in Meylano et al. (2021), the variety of flavors and shapes of chocolate makes it suiTable for a variety of consumer preferences, making it a popular product in the world snack market. Chocolate is also known for its unique flavor and positive mood enhancing effects (Marbun, 2024). Data from Rifin & Nurdiyani, (2007) shows that in 2008-2023 chocolate consumption in Indonesia has increased, which encourages chocolate production, both on a large scale and small and medium enterprises, to develop their products. Similarly, in 2017 the Sikka local government encouraged chocolate production from cocoa commodities in Sikka Regency. ChoSik is a product made with authentic cocoa raw materials from the Sikka region and is designed to provide added value in terms of both economic and social benefits. Production of finished materials is suspected to increase the economic value of the product. As one of the region's leading products, it is important for ChoSik products to have attractive and unique packaging. Marketing theories show that product packaging plays a multifunctional role in marketing, product protection and aesthetics. In line with Meilani's marketing theory, (2014) according to her, packaging is not just a product protector, but an element that communicates brand value to consumers. Furthermore, attractive packaging can create a positive first impression and build consumer expectations. In the food industry, packaging is a strategic marketing tool that is able to attract buyers' attention through visual and functional elements. Rasa et al. (2023) suggest that packaging should be designed to provide convenience, ease of access, and visual appeal that distinguishes products from competitors. As one of the elements forming the product image, chocolate packaging needs to be designed to attract consumer attention while still considering aesthetic value and functionality. Research by Ariodutho et al. (2023) shows that consumers tend to be more interested in products that are packaged with attractive designs and complete information about the product, such as ingredients, benefits and quality certification. ChoSik's packaging design has undergone changes three times since 2018, the first ChoSik design shows local identity by using a combination of ikat weaving motifs and the use of weaving colors in Sikka. Since its introduction, the packaging of Sikka Chocolate has undergone several changes. Changes in the shape and design of the packaging of Sikka Chocolate have been made in several stages or editions since it was first introduced in 2018. Each edition of the packaging underwent various adjustments, both in terms of function, aesthetics, and symbolic value. In the first edition, packaging may still be simple and focus on product

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introduction, while in subsequent editions, packaging design is given more attention to strengthen product identity and increase its visual appeal. Fauzan et al. (2023) explain that changes in packaging design are often necessary to adapt to evolving consumer needs and preferences. For example, more environmentally friendly packaging is now the choice of many manufacturers due to increasing awareness of the importance of environmental sustainability. Design changes also aim to differentiate products from competitors and give an exclusive impression that can attract consumer interest.

This research focuses on analyzing the changes in the form of ChoSik packaging which is divided into two editions, namely the second edition 2019, and the third edition 2023. Using the principle of totality and the principle of time proposed by W. H. Mayall and developed by Dr. Ahadiyat Joedawinata, this research will identify what design elements change, what is retained, what is missing, and what is new in each edition of the packaging. The purpose of this study is to analyze the changes in the form and visual design of Sikka Chocolate product packaging from the 2nd edition 2019 to the 3rd edition 2023, as well as evaluate its impact on packaging function and representation of local cultural identity in the context of marketing strategy and consumer segmentation. Prakarsa & Abid, (2023) argue that continuously updated packaging design is able to build brand loyalty and attract new consumers by providing a fresh and relevant look. This study is expected to contribute to the quality of ChoSik's attractive packaging design and strengthen the product identity as the flagship product of Sikka Regency.

METHOD

This research specifically focuses on the form and visuals of the 2nd (2019) and 3rd (2023) editions of Sikka Chocolate packaging, by analyzing the design elements that include the form and visuals of the packaging (color, illustration, and typography). This analysis uses the theory of object-characteristic design-time relationship, taking the theory of W. H. Mayall developed by Ahadiyat Joedawinata regarding the principle of totality and the principle of time. The principle of totality aims to understand the characteristics of the object as a whole, while the principle of time serves to divide design changes based on four time indicators, namely what remains, disappears, is new, and changes.

This research is divided into three main parts, namely objects, design characteristics, and product changes. First, the object of research is product packaging as the artifact being

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analyzed. Second, the totality analysis, based on design characteristics, includes the main elements that make up the artifact, such as function, aesthetics, and symbolic value contained in the packaging design. Third, product change includes aspects that change over time, both in terms of visuals and causes.

RESULTS AND DISCUSSION

ChoSik Chocolate Packaging

The development of the chocolate industry in Sikka Regency, especially Sikka chocolate products (ChoSik), originated from efforts to process Sikka Regency's superior commodity, cocoa, into finished products that have a higher selling value. The Annual Report of Bapelitbangda Kab. Sikka, (2023) shows that Sikka Chocolate or better known as ChoSik is produced by UPT Sikka Innovation Center with the aim to improve the regional economy by utilizing the potential of cocoa as one of the leading commodities. Along with the development of this industry, Sikka chocolate products are known not only by the people of Sikka Regency but also become a nationally recognized product, due to its good quality and the use of local raw materials that give its own characteristics to the taste of the chocolate.

ChoSik, which is one of the leading products in Sikka Regency, has a packaging that has undergone four changes since 2018. In the second edition of the packaging design released in 2019, there are significant changes in the packaging design. These changes were made following packaging trends to give a fresher and more modern impression, as well as adjusting to consumer tastes that prioritize visual aesthetics but do not leave the impression of cultural identity. This second edition packaging design focuses more on the use of more dynamic graphic elements, as well as more attractive colors. The purpose of this change is to attract a wider market across generations while still highlighting the product's characteristics as a local superior product.

Furthermore, the third edition of Sikka chocolate product packaging introduced in 2023 differs from the previous designs, both in terms of design and adjustments to the target market. These changes include visual appearance such as the use of brighter background colors, illustrations and typography that are more modern-minimalist. This design change was motivated by the local government's goal to expand the market where the market trend

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at that time was generally chocolate packaging that had a clean, minimalist design and used a combination of two colors. Therefore, the third edition packaging design has a design that pays more attention to premium aspects and emphasizes the exclusivity of the product. If in the previous edition the product packaging had a motif design taken from Sikka weaving to illustrate the product identity and origin, in the third edition the design element in the form of a weaving motif was removed and a brighter color was used as the background of the packaging. This is an effort to improve the quality of the packaging to follow the trend of chocolate packaging to attract a wider range of consumers.

To analyze the object of this research, Sikka chocolate product packaging, this research is divided into two times editions, namely the 2nd edition launched in 2019 and the 3rd edition in 2023. The selection of the two periods is based on changes in the form of packaging that includes visual elements, such as shape, color, typography and illustrations used. This analysis aims to identify how the changes in packaging design reflect the marketing strategy carried out by the UPT Sikka Innovation Center and how the design can influence consumer perceptions of ChoSik products.

Analysis

This study examines the packaging of ChoSik products in the 2nd edition in 2019 and the 3rd edition in 2023. These two editions were selected for analysis to see how the packaging design has changed over time, and how the packaging design can reflect changes in the visual and aesthetic aspects of the product. In the analysis stage, the research was conducted by dissecting each packaging element based on four indicators, namely what is missing, what remains, what is new, and what has changed. These four indicators are used to examine changes in packaging design with reference to the three main aspects previously identified, namely function (performance), aesthetics (form), and symbolic value (value). This is reinforced by the findings of Fauzi, (2019) which states that an approach that pays attention to the relationship between objects, design characteristics, and the time dimension allows a deeper understanding of the reasons for design changes. This is relevant as a guide in designing products that evolve over time. Packaging on products according to Klimchuk & Krasovec, (2007) is a tool for channeling creativity, a means of expression. Furthermore, packaging as a product expression becomes something that attracts market share through a creative process that combines physical and visual elements, both of which carry messages

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about emotions, social, cultural, psychological and information to target consumers. Furthermore, packaging design also has a function to be a visual differentiator of a product with other products in accordance with the functions and benefits of the product. In general, the form of chocolate product packaging that is often used in the market, especially for chocolate bars, uses a slim and easy-to-open design, as well as a practical size for one-time consumption or traveling. Chocolate bar packaging is often designed using coated paper or aluminum foil, which not only protects the chocolate from contamination, but also maintains the quality of the product's taste and aroma. According to Galingging et al., (2024) packaging should consider "practical value as well as visual appeal that reflects the uniqueness of the brand" to attract consumer attention in a competitive market. In addition, research by Ginting & Hartati, (2023) shows that packaging must also pay attention to sustainability and ease of use factors, which are now important aspects considered by modern consumers. The shape and material of the packaging plays an important role in maintaining the quality of the chocolate while creating a premium or exclusive impression, which is attractive to consumers.

Table 1 Sikka Chocolate Product Packaging 2nd 2019 and 3rd 2023 Editions

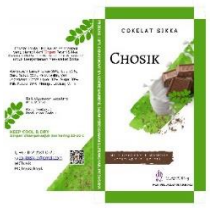
No	Edition	Front View		Isometric Drawing	
1	2nd 2019				
		85gr package 14.5x7.4x1 cm	45gr package 11x2.5x1.5	85gr package	45gr package
2	3rd 2023				
		85gr package 14.5x7.4x1 cm	45gr package 11x2.5x1.5	85gr package	45gr package

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Table 2 Analysis of the Principle of Totality in the Form of ChoSik Product Packaging 2nd 2019 and 3rd 2023 Editions

No	Component	Package 2nd 2019	Package 3rd 2023
1	Performance	Easy to carry and organize in display racks or showcases. Sturdy and strong flat box structure for product protection. Ergonomic shape, making it easy for consumers to carry and store.	Easy to carry and organize in display racks or showcases. Sturdy and strong flat box structure for product protection. Ergonomic shape, making it easy for consumers to carry and store.
2	Form	The simple rectangular shape of the 85 grams package and the trapezoidal shape of the 45 grams package give a classic and sturdy impression.	The simple rectangular shape of the 85 grams package and the trapezoidal shape of the 45 grams package give a classic and sturdy impression.
3	Value	The sturdy shape reflects quality and a strong local identity. Symbol symbolizes the function as a product protector	The sturdy shape reflects quality and a strong local identity. Symbol symbolizes the function as a product protector

The analysis results from Table 2 above show that packaging in general has a basic rectangular shape with dimensions tailored to the size of the product. This shape was chosen because it has high space efficiency, facilitates storage and bulk packaging, and provides optimal protection for the product. According to Sholikatin (2020), the shape of the box in food product packaging provides advantages in terms of stability, both when stacked and stored in limited space, which is important for maintaining product quality during distribution and storage.

Table 3 Analysis of the time principle based on 4 indicators on the packaging form of ChoSik products in 2nd 2019 and 3rd 2023 editions

No	Indicator	Package Form 2nd 2019 and 3rd 2023
1	What remains	The basic shape of the flat box on the 85 grams pack and the trapezoid on the 45 grams pack is retained for ease of storage and distribution.
2	What missing	No changes
3	What new	No changes
4	What change	No changes

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In the 2nd and 3rd editions of Sikka Chocolate product packaging, analysis of the packaging form shows continuity in the basic form used, with no significant changes between the two editions. The basic shape of the flat box on the 85g package and the trapezoidal shape on the 45g package are maintained in both editions. The choice of these shapes has functional reasons, namely to facilitate product storage and distribution. There are no noticeable changes or additions of new shape elements to the packaging, so no shape elements are lost, changed, or introduced in the latest packaging design. The continuity of this design indicates that the basic shape of the packaging has optimally fulfilled its functional needs, without the need for further modifications for distribution and storage purposes.

Apart from shape, visual appearance also has an important role in creating packaging that is able to attract consumer attention. Elements such as images, colors and typography that have harmony between each other can strengthen message delivery (Burhan & Anggapuspa, 2021). In line with the above statement, a study by Meilani (2014) shows that a harmonious combination of visual elements on packaging can increase visual appeal and consumer recall of the brand, so that packaging is not only a product protector but also an important part of the marketing strategy. Visual elements such as color, typography, and illustration function not only as decoration, but also as a communication tool Maulina et al. (2018), that conveys the identity and characteristics of the product. Color, for example, can influence consumers' perception of the product. Warm colors like red and yellow are often associated with energy and warmth, while neutral colors like brown and beige can give a sense of nature and quality. According to a study by Labrecque et al. (2013), colors in food packaging play a psychological role that affects consumers' emotions and purchase intention. Bix et al. (2013) also stated that color has a significant influence on consumers, being able to stimulate purchasing decisions, form perceptions of product quality, attract visual attention, and encourage purchase intentions.

In addition to the use of color, another visual element is the use of typography on product packaging. Nugrahani, (2015), explains that graphic elements on packaging, including typography, have an important role in attracting consumer attention quickly. Effective typography not only needs to have aesthetic value but also must be easy to read, so that information can be conveyed clearly and quickly to consumers. In addition, research by Pradika et al. (2020) shows that typography not only acts as an element that facilitates

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reading, but also as a visual component that can build brand identity. Therefore, the selection of appropriate fonts can strengthen the message to be conveyed through packaging design.

Equally important is the use of illustrations on the packaging. Illustrations on the other hand, serve to reinforce the theme of the product and help consumers identify the contents of the product quickly. Rettie & Brewer, (2000) found that humans tend to use the right side of the brain more, which allows them to understand nonverbal things faster than verbal ones. Therefore, the illustration aspect is important to consider in conveying visual messages.

Table 4 Visualization of ChoSik Packaging 2nd 2019 and 3rd 2023

No	Edition	Color	Typhography	Illustration
1	2nd 2019	The combination of background colors such as red, green, black, and yellow is adjusted to the product variant (Ex: Moringa variant with green background).	Using a classic-style script font on the ChoSik logo. Whereas the product description and description section uses serif fonts. This typeface is easy to read.	The use of vector image motifs in the background is taken from the tulada ikat weaving motif, which illustrates Sikka's cultural identity. The image on the Chosik logo is a vector image of cocoa, depicting the product identity. The product photo illustration on the packaging illustrates the product variants.

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2	3rd 2023	The dominance of white on the background gives a clean and modern impression. Accent colors (red, yellow, green, blue) are used to differentiate the flavors. The natural color palette (brown) is used to represent the main ingredient, chocolate.	The sleek and modern typography replaces the form of the previous edition, becoming cleaner and easier to read, creating a minimalist and contemporary feel	Plain dominant background with minimal graphic elements to keep the focus on the product illustration. Illustrative images of chocolate products with additional ingredients (e.g. fruits or spices) are used for each flavor. This helps visualize the contents of the product and increases visual appeal.

Table 5 Principle of Totality Analysis of Packaging of ChoSik Products in 2nd 2019 and 3rd 2023

No	Component	2nd 2019 Package	3rd 2023 Package
1	Performance	Provide information about products such as product variants, ingredient composition, product description, production date information, serving suggestions and production location information.	Provide information about products such as product variants, ingredient composition, product description, production date information, serving suggestions and production location information.
2	Form	The 2nd Edition packaging design has a traditional touch with ethnic motifs on the background. The colors and visual elements reflect the local culture, giving the product a distinctive and unique feel.	The packaging design of the 3rd Edition tends to be minimalistic with the use of bright colors, as well as simple illustrations. This gives it a modern and fresh feel, which tends to appeal to consumers who like a contemporary aesthetic.
3	Value	The 2nd Edition packaging uses strong motifs and colors, highlighting Sikka's cultural symbols and communicating local identity and strong traditions, making consumers feel this product is very representative of its home region.	In the 3rd Edition, the symbolic values are presented in a more modern and up-to-date form, with more attractive simple illustrations. This gives the impression of being more adaptive and relevant to modern lifestyles.

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From the visual analysis of ChoSik's packaging between the 2nd and 3rd editions in Table 4 and Table 5 above, there is a significant concept shift. The 2nd edition of ChoSik packaging emphasizes local cultural aspects through ethnic motifs and traditional colors that project the strong identity of Sikka. This provides a deep symbolic value for consumers who value tradition and authenticity. On the other hand, the 3rd Edition presents a more modern and minimalist approach with bright colors and clean designs. Although this visual style tends to be universal and simple. Overall, these changes reflect an attempt to appeal to a wider range of consumers. As a consequence, there is a removal of ethnic ornamentation in the form of vector images of Sikka ikat weaving motifs.

Table 6 The Time Principle Based on 4 Indicators Analysis on the ChoSik Products Packaging 2nd 2019 and 3rd 2023

No	Indicator	Packaging Visualization of 2nd 2019 and 3rd 2023
1	What remains	Typography of product captions and descriptions. Illustration of product images according to variants.
2	What missing	ChoSik's identity as a local product is reflected in the use of the ikat weaving motif vector on the 2nd edition packaging. Chosik logo image on 2nd edition packaging.
3	What new	Additional tourism agency barcode as a marketing tool to inform the superior products of the sikka district.
4	What change	The background colors, typography and illustrations that were previously more ethnic and traditional are now more modern and fresh.

The analysis results in Table 6 show that in the 3rd Edition (2023) of ChoSik packaging, there are significant changes in the visual design that leads to a more modern and minimalist concept. The bright colors used replace the darker and ethnic colors, giving a fresher and more contemporary impression. Sleeker typography and more minimalist illustrations replaced the previous design which was more traditional and rich in ethnic motifs, creating a simpler yet attractive look. However, the local identity that characterized the product in the previous edition was removed, making the 3rd edition packaging less reflective of the local cultural identity. The packaging is now slimmer and flatter, giving the impression of being compact and practical. Overall, this change reflects an effort to update the appearance of the product to make it more recognizable and desirable to the wider community.

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CONCLUSION

This research shows two things, first, the form used for ChoSik product packaging has not changed because packaging is a product protector and the form of packaging prioritizes its functionality. This is shown by the absence of dimensional changes between the 2nd edition packaging (2019) and the 3rd edition packaging (2023). There is no change in ChoSik's packaging design. Second, the visuals on the 2nd edition (2019) and 3rd edition (2023) packaging have undergone significant changes. First, the background color, typography and illustrations have changed from traditional style to more modern and minimalist, for example, using bright colors. Secondly, the weaving motif used in the 2nd edition (2019) is no longer used in the 3rd design (2023) and the ChoSik logo illustration in the form of a chocolate fruit image in the 2nd edition is no longer used in the 3rd edition (2023). Third, in the visual display, there is an additional barcode as a tourism promotion media in the 3rd edition (2023). Overall, the design of the 3rd edition of 2023 emphasizes a more modern design style. This reduces the value of cultural identity to be shown in the packaging design of ChoSik which is the flagship product of Sikka Regency. Nevertheless, the 3rd edition design is fresher, more attractive in appearance and follows current trends. Based on this, the main point of the research results shows that although the packaging form of the 2nd and 3rd editions of Sikka Chocolate remains consistent and functional, there is a significant change in the visual design that leads to a modern and minimalist style, thus reducing the previously strong representation of local cultural identity.

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